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Exposé Thème B

Abstract

The new deal in local development and employment public policies lead more and more to a territorial organization.

USGERES wishes to endow the employers of the social economy with a new method for a labor-management dialog, answering the objectives of satisfaction of the beneficiaries of the activity, but also the individual development of the employees.

A process, called social barometer, was experimented. It is based on qualitative and quantitative inquiries, analyzed by a steering committee. It allows building new actions for the quality of the employment and the development of activity, and also introduces a new dynamics of professional and local animation.

Context and goals

The new deal in local development and employment public policies leads more and more to a territorial organization: district, employment area. That means more initiative from local contributors who meet and share social and economic development projects.

This social dialogue at the local level allows for the enlargement and the enrichment of the collective negotiations. That means a better quality of employment, better work relations and conflict prevention, dedicated to a sustainable development process in the area.

Given the significance of the social economy (12% of the salaried employees in France), given its participation in the labor relation board (conseil de prud'homme in France), the regional delegation of USGERES (social economy employers' organization) wants the employers it represents to have the tools needed to properly manage their activity.

In social economy companies, the strategy is directed toward the satisfaction of the beneficiaries. Individual development and satisfaction of the employees are part of the strategy as well.

An action dedicated to the promotion of the social dialogue in the social economy will prove these aspects. It is more necessary today as 80% of the companies in this field have less than 10 employees.

It is for this reason that USGERES proposes the creation of a social Barometer with the goal :

- Have a shared diagnostic of practices in social dialogue
- Promote social dialogue practices suitable for these companies in this field, and start a dialogue with social partners on a regional level.

Methodology:

Questionnaires

Two questionnaires, one for the employees, the other one for the employers, were produced for this study, after a phase of qualitative conversations. They contain a common-core syllabus in order to have a "mirror" vision on similar questions.

Questionnaires are distributed by mail to the employers. They can answer in writing by using a postage paid envelope.

The employee's questionnaires are distributed by the employers, according to a procedure guaranteeing a random distribution. The employers are solicited, and each must distribute the questionnaire to one, two or three employees according to the size of their company.

The employees can answer in writing by using a postage paid envelope.

Questionnaires are anonymous.

Sample group and sample

A sample group of 1000 employers and 2000 employees at least is necessary to complete the study.

The sampling is made from 2 criteria, field and company size.

The drawing of the sample, is made randomly using the SIREN number.

The files used to complete the study are the files from UNIFORMATION.

Progress of the study

Phase 1. Realization of the study

The steering committee is established during a first meeting, to present the approach and to specify the objectives of the various partners. It is also a step to get familiar with the particular stakes on the sector of the social economy, and to start thinking about the modalities of mobilization around the approach.

The study's participants have five weeks to complete and return their questionnaire.

Phase 2. Analysis and presentation of the results

A report is generated based on the analysis of the answers to highlight the opinion of the employers and the employees. The analysis of the answers is organized using :

- Fields of activity and company size
- Gender, age, managerial status for the employees

The results are presented and discussed in the steering committee.

Phase 3. Assistance to the reflection

Following the presentation of the results, a workgroup is established to lead a reflection on the results of the study, and to propose objectives.

Promotion of the labor-management dialog in region

Following the analysis of the results of the social barometer in the Rhône-Alpes region, a social dialog experiment was developed. It aims at endowing the companies of a shared reference table, to identify and promote the good practices relative to the labor-management dialog. This is based on studies produced by USGERES and on the analysis of the existing legal and conventional frameworks in the social economy sector of activity. This work will be then scaled down by the head of employers' federations and the regional companies in the social economy to adopt a logic of awareness, mobilization and action/training.